

**IN THE CLAIMS**

1-15. Cancelled.

16. (New) A digital contents sales system having a sales apparatus for selling digital contents and a purchasing terminal, said sales apparatus comprising:

delivery success/failure determining means for determining whether or not said digital contents were delivered to said purchasing terminal successfully; and

delivery means for delivering said digital contents, wherein if said delivery success/failure determining means determines a failure of delivery, said delivery means performs server-side access control to said digital contents based on digital contents personal using conditions provided to a digital contents customer when said digital contents were sold, and re-delivers said digital contents to a cyber mall client if said digital contents personal using conditions are valid.

17. (New) The digital contents sales system according to claim 16, wherein said digital contents personal using conditions are registered when said digital contents are registered to a cyber mall server, and said digital contents personal using conditions include the server-side access control performed on said cyber mall server and physical act

restriction for access control to said digital contents performed on said cyber mall client that purchased said digital contents, said digital contents personal using conditions being managed by said cyber mall server so that said digital contents customer is not required to re-input said digital contents personal using conditions.

18. (New) The digital contents sales system according to claim 16, wherein when said sales apparatus sells said digital contents, said sales apparatus generates dedicated digital contents using conditions for said digital contents customer by replacing relative period limitation information of said access control by a specific value, said information being a variable portion of said digital contents using conditions corresponding to said digital contents, and provides said conditions to said digital contents customer.

19. (New) The digital contents sales system according to claim 16, wherein when said sales apparatus sells said digital contents, a relation between said digital contents using conditions corresponding to said digital contents and a digital contents value is displayed.

20. (New) The digital contents sales system according to claim 16, wherein when said purchasing terminal purchases said

digital contents, a relation between said digital contents using conditions corresponding to said digital contents and a digital contents value is displayed.

21. (New) The digital contents sales system according to claim 16, wherein a digital contents goods catalog and said digital contents personal using conditions are generated on the basis of digital contents using conditions, a digital contents value and digital contents goods attributes, thereby executing a sales promotion, an order and a settlement of said digital contents by using said digital contents personal using conditions.

22. (New) A digital contents sales system having a sales apparatus for selling digital contents and a purchasing terminal, said sales apparatus comprising:

delivery success/failure determining means for determining whether or not said digital contents were delivered to said purchasing terminal successfully; and

delivery means for delivering said digital contents, wherein if said delivery success/failure determining means determines a failure of delivery, said delivery means re-delivers said digital contents in response to a digital contents customer inputting a selection indication for selecting digital contents personal using conditions

corresponding to said digital contents whose delivery failed from among digital contents personal using conditions provided to said digital contents customer.

23. (New) A sales apparatus for selling digital contents, comprising:

delivery success/failure determining means for determining whether or not said digital contents were delivered successfully; and

delivery means for delivering said digital contents, wherein if said delivery success/failure determining means determines a failure of delivery, said delivery means performs server-side access control to said digital contents based on digital contents personal using conditions provided to a digital contents customer when said digital contents were sold, and re-delivers said digital contents if said digital contents personal using conditions are valid.

24. (New) A sales apparatus for selling digital contents, comprising:

delivery success/failure determining means for determining whether or not said digital contents were delivered successfully; and

delivery means for delivering said digital contents,

wherein if said delivery success/failure determining means determines a failure of delivery, said delivery means re-delivers said digital contents in response to a digital contents customer inputting a selection indication for selecting digital contents personal using conditions corresponding to said digital contents whose delivery failed from among digital contents personal using conditions provided to said digital contents customer.

25. (New) A method for selling digital contents, comprising the steps of:

determining whether or not said digital contents were output successfully; and

if a failure of output occurs, performing server-side access control to said digital contents based on digital contents personal using conditions provided to a digital contents customer when said digital contents were sold, and re-outputting said digital contents if said digital contents personal using conditions are valid.

26. (New) A method for selling digital contents, comprising the steps of:

determining whether or not said digital contents were output successfully; and

if a failure of output occurs, re-outputting said digital contents in response to a digital contents customer inputting a selection indication for selecting digital contents personal using conditions corresponding to said digital contents whose output failed from among digital contents personal using conditions provided to said digital contents customer.

27. (New) A method for selling digital contents, comprising the steps of:

receiving a request for re-outputting said digital contents; and

performing server-side access control to said digital contents based on digital contents personal using conditions provided to a digital contents customer when said digital contents were sold, and re-outputting said digital contents if said digital contents personal using conditions are valid.

28. (New) A method for selling digital contents, comprising the steps of:

receiving a request for re-outputting said digital contents; and

re-outputting said digital contents in response to a digital contents customer inputting a selection indication

for selecting digital contents personal using conditions corresponding to said digital contents whose output failed from among digital contents personal using conditions provided to said digital contents customer.

29. (New) The digital contents sales system according to claim 16, wherein when said digital contents customer purchases said digital contents, a usage right of said digital contents is sold.